

J. C. PENNEY COMPANY—A NATION-WIDE INSTITUTION

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Establishing a New Price Basis

The RECONSTRUCTION PERIOD IS ON. Every article in our store bears its proper reduction. You can shop here with confidence that prices are RIGHT.

WE believe the era of high prices is rapidly passing. Production has overtaken demand and prevailing replacement costs are forcing prices downward. To meet this new condition it is our desire and intention to strike bottom in our first revision of prices.

This means a tremendous loss to us *which is your gain*. Those who know us know we are not special sale folks and we do not want you to confuse this price revision with the ordinary special ten day sale commonly employed by other merchants. Prices quoted in our stores will prevail until the goods now in stock are sold and will continue to prevail unless market conditions demand further revision. Many odd lots of lines to be closed out or discontinued are priced far below replacement cost.

We invite you to participate in these money saving values and suggest you do not delay else you may be too late.

Note carefully every price quoted, make accurate comparison and you will be convinced of our superiority in the merchandising field and the tremendous advantage to be gained by placing your confidence in an institution doing each year approximately a fifty million dollar (\$50,000,000.00) business whose savings in quantity buying are passed on to its patrons.

You need now many items of dry goods, furnishings, shoes, clothing and ready-to-wear apparel. Buy them—you can be sure our prices are right.

CHILD'S
Soft Sole Shoes
Per pair
Reconstruction Price
39c and 49c

CHILD'S
Hard Sole Shoes
Cloth top and all leather
Reconstruction Price
98c
\$1.10, \$1.49 and \$1.98

Misses' all Leather Shoes
Black and brown
high top and lace
All sizes
Reconstruction Price
\$2.98 \$3.50 \$3.98

LADIES'
All Leather Shoes
Black and brown
Reconstruction Price
\$2.98
\$3.98, \$4.50 and \$4.98

Men's Black and Brown
English Dress Shoes
All Leather
Reconstruction Price
\$3.98 \$4.50 \$4.98

Men's Work Shoes
All Leather
Reconstruction Price
\$2.98 \$3.98 \$4.50

CHILDREN'S
Stitch Down Shoes
All leather, black and brown
Reconstruction Price
\$1.98 \$2.25 \$2.47

Men's Red, Short
Rubber Boots
First quality
Reconstruction Price
\$3.98

MEN'S
4-buckle Arctics
and All
RUBBER OVERSHOES
First quality
Reconstruction Price
\$3.69

Men's Heavy Ribbed
Union Suits
All sizes
Reconstruction Price
\$1.39

Men's Jersey Gloves
Heavy
Reconstruction Price
15c
Per pair

MEN'S
Dress Shirts
with and without collars
Reconstruction Price
98c \$1.49 \$1.98

Men's Extra Heavy
Wool Socks
Reconstruction Price
49c

MEN'S
Dress Socks
Reconstruction Price
19c

MEN'S
All Wool Mackinaws
Reconstruction Price
\$9.90

BOYS'
All Wool Mackinaws
Reconstruction Price
\$6.50 \$7.50

BOYS'
Knee Pant Suits
All colors and sizes
Reconstruction Price
\$6.50
\$7.50, \$9.90 and \$12.75

MEN'S
All Wool Suits
Reconstruction Price
\$18.50 \$24.75

MEN'S
Work Socks
Seamless—grey and brown
Reconstruction Price
2 pair
25c

Men's Heavy
Khaki Pants
Reconstruction Price
\$1.49

Men's Extra Heavy Full Cut
Overalls and Jackets
Reconstruction Price
\$1.49

Boys' Overalls
Heavy
Reconstruction Price
89c and 98c

Children's Striped
Play Suits
Reconstruction Price
79c

Men's Blue Chambray
Work Shirts
Reconstruction Price
89c

Good Heavy Black Sateen
Shirts
Reconstruction Price
98c

MEN'S
Felt Hats
New Styles
Reconstruction Price
\$2.49 \$2.98 \$3.50

New Showing
Laces
All widths and patterns
Reconstruction Price
5c
7c, 9c, 10c, 15c yard
Per yard

Children's Hose
Black, medium and
extra heavy
Reconstruction Price
25c and 29c

Ladies' Coats
Plush and Cloth
Reconstruction Price
\$9.90
\$12.75 and \$14.75

Ladies' Suits
Blues and Colors
Reconstruction Price
\$14.75 \$18.50

Ladies' Silk Dresses
Reconstruction Price
\$9.90 \$12.75

Ladies' Serge Dresses
Reconstruction Price
\$7.90
\$9.90 and \$12.75

MEN'S
Muslin Gowns
Good quality
Reconstruction Price
98c

LADIES'
Muslin Gowns
Good quality
Reconstruction Price
98c

Misses' First Quality
Rubbers
Reconstruction Price
69c

Ladies' First Quality
Rubbers
Reconstruction Price
79c Pair

Black and colors
Satines
Reconstruction Price
25c and 33c
Yard

Men's and Boys' Heavy Winter
CAPS
Reconstruction Price
69c 98c \$1.49

Oil Cloth
White and colors
Reconstruction Price
39c
Per yard

COTTON
Petticoats
Black and colors
98c
\$1.49, \$1.98 and \$2.49

1 Yard Wide
Silk Poplins
Black and colors
Reconstruction Price
79c
Per yard

LADIES'
Georgette Waists
All colors
Reconstruction Price
\$2.98 \$3.98 \$4.98

Mercerized Damask
Reconstruction Price
58c
Per yard

Nainsook and Long Cloth
Reconstruction Price
18c and 19c
Per yard

Indian Head
Muslin
1 yard wide
Reconstruction Price
25c
Per yard

Berkley's Cambric No. 60
1 yard wide
23c

Ladies' Corsets
High, low or medium bust
Reconstruction Price
98c
\$1.49, \$1.98 and \$2.98

27-INCH
Ginghams
Best Quality
Reconstruction Price
19c
Per yard

32-INCH
Zephyr Ginghams
Reconstruction Price
33c
Per yard

32-INCH
Quality Ginghams
Reconstruction Price
25c
Per yard

1 Yard Wide
Percales
Reconstruction Price
16c
Per yard

Bleached Muslin
Reconstruction Price
13c 16c 17c

Unbleached Muslin
Reconstruction Price
13c 14c 16c

Extra Heavy
Outing Flannel
Light and darks
Reconstruction Price
15c and 19c
Per yard

All Linen
Crash Toweling
Brown
Reconstruction Price
29c and 32c

Ladies' Hose
Good quality cotton
Reconstruction Price
19c 25c 49c

Ladies' Silk and Wool
Union Suits
Reconstruction Price
\$2.49
Per suit

3 lb. Cotton Bats
Stitched and unstitched
Reconstruction Price
79c \$1.19

Keep this Circular
for future reference.
Prices remain the
same unless forced
down by further re-
vision.

Alma, Mich.

J.C. Penney Co.

A Nation-wide Institution

312 STORES

Send us your Mail
Order. Special at-
tention given them.
Goods mailed the
same day order is
received.

Alma, Mich.